

**City of Milpitas
Public Art Master Plan Recommendations**

Public Art Committee
November 27, 2006

Executive Summary

Public art enhances the quality of life in the community, generating civic pride and creating a sense of place. Through the Public Art Program:

- Public Art shall be permanently sited and an integral part of the landscaping and/or architecture of a building considering the historical, geographical and social/cultural context of the site.
- Public Art shall be constructed to a scale that is proportional to the scale of the building or property it relates to or is sited upon.
- Public artwork may include sculpture, furnishings or fixtures, including but not limited to gates, walls, railings, streetlights or seating. Public Art may include water elements and walkways.
- Public artwork may include murals, photography and original works of graphic art, water features, neon, glass, mosaics, or any combination of forms of media, furnishings or fixtures permanently affixed to a building or its grounds, or a combination thereof, and may include architectural features of buildings.
- Public artwork shall be displayed in a manner that will enhance enjoyment by the general public.
- Public artwork may include artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or design team that includes a professional visual artist.

The Public Art Master Plan identifies key sites over the next three years where public art can have the greatest impact, allow for coordination with existing construction projects, make the most effective use of the Public Art Fund and have a positive impact and long-term contribution to the City of Milpitas. The Master Plan:

- Identifies high-impact projects and existing community public art goals
- Considers carefully the current design stage for the library project, to maximize opportunities for artists and architect collaborations
- Includes complimentary project types that would accomplish city goals and assure a cohesive public art collection

Master Plan Summary

- Outer entry of Library
- Screens/Panels of inside the Library
- Directional Signage throughout the City (placement of signs within the Redevelopment Area)
- Outer front area of City Hall

Public Art Fund

The Public Art Fund shall be used to further the intent, purpose and administration of the Public Art Policy; therefore the City of Milpitas shall dedicate 1.5% of eligible projects expenditures within the City's annual Capital Improvement Projects towards the acquisition and installation of Public Art. In the event that eligible projects are financed by redevelopment agency funds, the utilization of such funds for public art must comply with California Community Redevelopment Law requirements and be consistent with the Five Year Redevelopment Implementation Plan.

Ongoing maintenance of past and/or future public art projects cannot be funded with redevelopment agency dollars.

Project Administration

The administration of the Public Art Master Plan projects are listed in order of priority, based on design stage, functionality and visibility of each project area.

| <u>PROJECT</u> | <u>LOCATION</u> | <u>SELECTION PROCESS</u> | <u>ELIGIBILITY</u> |
|-------------------|--------------------|------------------------------|----------------------------|
| Library | Outer entry | Open Competition (RFQ) | National |
| Library | Interior Tower | Open Competition (RFQ) | *Group 4 and California |
| Directional Signs | Redevelopment Area | Open Competition (RFQ) | California |
| City Hall | Outer front area | Open Competition (RFQ) | National |

Note: * Group 4 Architecture will work with artist(s) and/or artist teams.

Project Descriptions

Library

Outer Entry (160 North Main Street)

Budget \$\$\$

Description

- The site of the new Milpitas Community Library is an anchor to the downtown area, which will attract hundreds of visitors a day.
- The vantage points of this remarkable site – a large scale public artwork piece would be visible from the Calaveras Blvd. overpass, the Calaveras Blvd. off ramp and pedestrians and motorists entering Main St. from Windsor Ave. in addition to travelers on North and South bound Main Street.

Artist Selection

- A National open competition will be conducted for artists.
- Up to three (3) finalists will be selected by the Selection Jury to develop site-specific artwork proposals and present their models in person.

Budget

Project fees

| | |
|--------------------------------|-------|
| Honorarium for the 3 finalists | \$TBD |
| Artwork | \$TBD |

Library

Interior Tower (160 North Main Street)

Budget \$\$\$

Description

- Along with Group 4 Architecture the artist will design images that will be displayed on hanging screens/panels. Other digital techniques maybe used dependent on the artist's vision.
- The uniqueness of this artistic opportunity opens the door to many visual and technical methods to intrigue and provoke thought amongst the library visitors.
- The ability to change the display frequently or infrequently is dependent on the number of artists who are accepted to create the artwork for the screens.

Artist Selection

- This project would require the initial artist to work with Group 4 for the first digital designs for the grand opening of the library.
- This artwork requires artist(s) and/or artist teams specializing in digital designs and familiar with projection technology.
- An open competition will be conducted for artist(s) and/or artist teams in California.
- Up to three (3) finalists will be selected by the Selection Jury and Group 4 to develop specific artwork proposals and present their display in person.

Budget

Project fees

| | |
|--------------------------------|-------|
| Honorarium for the 3 finalists | \$TBD |
| Artwork | \$TBD |

Directional Signs

Throughout the Redevelopment Area

Budget \$\$\$

Description

- The Public Art Committee shall collaborate with the Economic Development Commission and the Economic Development Manager to identify key locations for the artistic directional signs that will convey Milpitas' theme or brand.
- The collaborative efforts shall accomplish the goals of both the Economic Development Commission and the Public Art Committee by creating directional signs to retail centers, civic facilities and places of interest, and enhancing the community through public art.

Artist Selection

- An open competition will be conducted for artists from California.
- The Selection Jury, which shall include members from the Economic Development Commission shall select up to (3) finalists to develop artwork proposals for the designated sign installation locations and present their models in person.

Budget

Project fees

| | |
|--------------------------------|-------|
| Honorarium for the 3 finalists | \$TBD |
| Artwork | \$TBD |

City Hall

Outer front area (corner of Calaveras and Milpitas Boulevards)

Budget \$\$\$

Description

- The prominent location will be an advantage to the artist as they design their artwork to compliment the current Cartwheels artwork and enhance the architectural design of City Hall.

Artist Selection

- A National open competition will be conducted for artists.
- Up to three (3) finalists will be selected by the Selection Jury to develop site-specific artwork proposals and present their models in person.

Budget

Project fees

| | |
|--------------------------------|-------|
| Honorarium for the 3 finalists | \$TBD |
| Artwork | \$TBD |

Maintenance Program

Each public art project will have a detailed maintenance description specifying maintenance budget allocations, requirements, materials and scheduling, which shall be included in the cataloging of the artwork.